

The purpose of this report is to display aggregate demographic information by caller type. Caller type information is based upon the date that the participant calls to enroll in a program or receives information about a program.

Method of Entry

NOTE: Includes Tobacco User, Proxy, Provider and General Public.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|------------------------|---------------|-----------------|--------------|----------------|
| Phone: Inbound English | 181 | 83.4 % | 181 | 83.4 % |
| Web | 1 | 0.5 % | 1 | 0.5 % |
| Fax | 35 | 16.1 % | 35 | 16.1 % |
| Total | 217 | 100.0 % | 217 | 100.0 % |

Caller Type

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|----------------|---------------|-----------------|--------------|----------------|
| Tobacco User | 196 | 90.3 % | 196 | 90.3 % |
| Proxy | 5 | 2.3 % | 5 | 2.3 % |
| Provider | 4 | 1.8 % | 4 | 1.8 % |
| General Public | 12 | 5.5 % | 12 | 5.5 % |
| Total | 217 | 100.0 % | 217 | 100.0 % |

How Heard About

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|-------------------------------|---------------|-----------------|--------------|----------------|
| Brochure/Newsletter/Flyer | 18 | 9.1 % | 18 | 9.1 % |
| Cigarette Pack (Quit Assist) | 2 | 1.0 % | 2 | 1.0 % |
| Community Organization | 1 | 0.5 % | 1 | 0.5 % |
| Employer/Worksite | 8 | 4.0 % | 8 | 4.0 % |
| Family/Friend | 20 | 10.1 % | 20 | 10.1 % |
| Health Department | 9 | 4.5 % | 9 | 4.5 % |
| Health Insurance | 4 | 2.0 % | 4 | 2.0 % |
| Health Professional | | | | 27.3 % |
| <i>Health Care Provider</i> | <i>38</i> | <i>19.2 %</i> | <i>38</i> | <i>19.2 %</i> |
| <i>Health Educator</i> | <i>2</i> | <i>1.0 %</i> | <i>2</i> | <i>1.0 %</i> |
| <i>Mental Health Provider</i> | <i>1</i> | <i>0.5 %</i> | <i>1</i> | <i>0.5 %</i> |
| <i>Nurse</i> | <i>5</i> | <i>2.5 %</i> | <i>5</i> | <i>2.5 %</i> |
| <i>OB/GYN Specialist</i> | <i>1</i> | <i>0.5 %</i> | <i>1</i> | <i>0.5 %</i> |
| <i>Other</i> | <i>4</i> | <i>2.0 %</i> | <i>4</i> | <i>2.0 %</i> |
| <i>Other Specialist</i> | <i>1</i> | <i>0.5 %</i> | <i>1</i> | <i>0.5 %</i> |
| <i>Social Worker</i> | <i>2</i> | <i>1.0 %</i> | <i>2</i> | <i>1.0 %</i> |
| Sub Total | 54 | 27.3 % | 54 | 27.3 % |
| Newspaper/Magazine | 2 | 1.0 % | 2 | 1.0 % |
| Outdoor Ad | | | | 1.5 % |
| <i>Banner</i> | <i>1</i> | <i>0.5 %</i> | <i>1</i> | <i>0.5 %</i> |
| <i>Billboard</i> | <i>2</i> | <i>1.0 %</i> | <i>2</i> | <i>1.0 %</i> |
| Sub Total | 3 | 1.5 % | 3 | 1.5 % |
| Radio | 3 | 1.5 % | 3 | 1.5 % |
| TV/Commercial | 54 | 27.3 % | 54 | 27.3 % |
| Website | 5 | 2.5 % | 5 | 2.5 % |
| Other | 15 | 7.6 % | 15 | 7.6 % |
| Refused | 7 | | 7 | |
| Not Collected | 12 | | 12 | |
| Total | 217 | 100.0 % | 217 | 100.0 % |

Tobacco Users by Gender

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|---------------|---------------|-----------------|--------------|----------------|
| Male | 60 | 34.3 % | 60 | 34.3 % |
| Female | 115 | 65.7 % | 115 | 65.7 % |
| Refused | 1 | | 1 | |
| Not Collected | - | | - | |
| Not Asked | - | | - | |
| Total | 176 | 100.0 % | 176 | 100.0 % |

Tobacco Users by Ethnicity

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|---------------|---------------|-----------------|--------------|----------------|
| Hispanic | 8 | 4.8 % | 8 | 4.8 % |
| Non-Hispanic | 159 | 95.2 % | 159 | 95.2 % |
| Does Not Know | - | - | - | - |
| Refused | - | | - | |
| Not Collected | 8 | | 8 | |
| Not Asked | 1 | | 1 | |
| Total | 176 | 100.0 % | 176 | 100.0 % |

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|--|---------------|-----------------|--------------|----------------|
| White | 139 | 83.2 % | 139 | 83.2 % |
| Black or African American | 20 | 12.0 % | 20 | 12.0 % |
| Asian | | | | - |
| <i>Asian Indian</i> | - | - | - | - |
| <i>Cambodian</i> | - | - | - | - |
| <i>Chinese</i> | - | - | - | - |
| <i>Filipino</i> | - | - | - | - |
| <i>Hmong</i> | - | - | - | - |
| <i>Japanese</i> | - | - | - | - |
| <i>Korean</i> | - | - | - | - |
| <i>Laotian</i> | - | - | - | - |
| <i>Pakistani</i> | - | - | - | - |
| <i>Taiwanese</i> | - | - | - | - |
| <i>Thai</i> | - | - | - | - |
| <i>Vietnamese</i> | - | - | - | - |
| <i>Other Asian</i> | - | - | - | - |
| <i>Indonesian</i> | - | - | - | - |
| <i>Does Not Know</i> | - | - | - | - |
| <i>Refused</i> | - | - | - | - |
| <i>Not Collected</i> | - | - | - | - |
| Sub Total | - | - | 0 | 0.0 % |
| Native Hawaiian/Other Pacific Islander | | | | - |
| <i>Native Hawaiian</i> | - | - | - | - |
| <i>Samoan</i> | - | - | - | - |
| <i>Tongan</i> | - | - | - | - |
| <i>Tahitian</i> | - | - | - | - |
| <i>Maori</i> | - | - | - | - |
| <i>Guamanian/Chamorro</i> | - | - | - | - |
| <i>Other Micronesian (e.g. Marshallese, Palauan, Pohnpeian, Chuukese, Yapese, Salpanese, Kosraean)</i> | - | - | - | - |
| <i>Fijian</i> | - | - | - | - |
| <i>Other Pacific Islander</i> | - | - | - | - |

Tobacco Users by Race

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|--|---------------|-----------------|--------------|----------------|
| Native Hawaiian/Other Pacific Islander | | | | - |
| <i>Does Not Know</i> | - | - | - | - |
| <i>Refused</i> | - | - | - | - |
| <i>Not Collected</i> | - | - | - | - |
| Sub Total | - | - | 0 | 0.0 % |
| American Indian or Alaskan Native | 3 | 1.8 % | 3 | 1.8 % |
| Arab or Arab American | - | - | - | - |
| Not Asked | 1 | | 1 | |
| Other | 5 | 3.0 % | 5 | 3.0 % |
| Does Not Know | - | - | - | - |
| Refused | - | | - | |
| Not Collected | 8 | | 8 | |
| Total | 176 | 100.0 % | 176 | 100.0 % |

Tobacco Users by Language Spoken

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|--------------|---------------|-----------------|--------------|----------------|
| English | 176 | 100.0 % | 176 | 100.0 % |
| Total | 176 | 100.0 % | 176 | 100.0 % |

Tobacco Users by Age

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|------------------------|---------------|-----------------|--------------|----------------|
| 17 years old and under | 1 | 0.6 % | 1 | 0.6 % |
| 18 to 24 | 26 | 14.9 % | 26 | 14.9 % |
| 25 to 30 | 20 | 11.4 % | 20 | 11.4 % |
| 31 to 40 | 26 | 14.9 % | 26 | 14.9 % |
| 41 to 50 | 43 | 24.6 % | 43 | 24.6 % |
| 51 to 60 | 36 | 20.6 % | 36 | 20.6 % |
| 61 to 70 | 16 | 9.1 % | 16 | 9.1 % |
| 71 to 80 | 5 | 2.9 % | 5 | 2.9 % |
| Over 80 | 2 | 1.1 % | 2 | 1.1 % |
| Not Collected | - | | - | |
| Refused | 1 | | 1 | |
| Total | 176 | 100.0 % | 176 | 100.0 % |

Tobacco Users by Education

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|-------------------------------|---------------|-----------------|--------------|----------------|
| Less than grade 9 | 3 | 1.8 % | 3 | 1.8 % |
| Grade 9-11, no degree | 27 | 16.6 % | 27 | 16.6 % |
| GED | 11 | 6.7 % | 11 | 6.7 % |
| High School Degree | 40 | 24.5 % | 40 | 24.5 % |
| Some College or University | 41 | 25.2 % | 41 | 25.2 % |
| College or University Degree | 31 | 19.0 % | 31 | 19.0 % |
| Some Technical/Trade School | 4 | 2.5 % | 4 | 2.5 % |
| Technical/Trade School Degree | 6 | 3.7 % | 6 | 3.7 % |
| Does Not Know | - | - | - | - |
| Refused | 1 | | 1 | |
| Not Collected | 10 | | 10 | |
| Not Asked | 2 | | 2 | |
| Total | 176 | 100.0 % | 176 | 100.0 % |

Tobacco Users by Tobacco Type

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|-------------------|---------------|-----------------|--------------|----------------|
| Cigarette | 167 | 92.3 % | 167 | 92.3 % |
| Cigar | 5 | 2.8 % | 5 | 2.8 % |
| Pipe | - | - | - | - |
| Smokeless Tobacco | 9 | 5.0 % | 9 | 5.0 % |
| Other | - | - | - | - |
| Not Collected | 1 | | 1 | |
| Total | 182 | 100.0 % | 182 | 100.0 % |

Female Tobacco Users by Pregnancy Status

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|---|---------------|-----------------|--------------|----------------|
| Not Pregnant | 100 | 87.0 % | 100 | 87.0 % |
| Currently Pregnant | 12 | 10.4 % | 12 | 10.4 % |
| Planning Pregnancy in the Next 3 Months | 3 | 2.6 % | 3 | 2.6 % |
| Currently Breastfeeding | - | - | - | - |
| Refused | - | | - | |
| Not Collected | - | | - | |
| Total | 115 | 100.0 % | 115 | 100.0 % |

Tobacco Users by Chronic Conditions

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question. Participants may select multiple responses.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|---------------|---------------|-----------------|--------------|----------------|
| Asthma | 37 | 17.5 % | 37 | 17.5 % |
| CAD | 12 | 5.7 % | 12 | 5.7 % |
| COPD | 39 | 18.4 % | 39 | 18.4 % |
| Diabetes | 24 | 11.3 % | 24 | 11.3 % |
| None | 98 | 46.2 % | 98 | 46.2 % |
| Does Not Know | 2 | 0.9 % | 2 | 0.9 % |
| Refused | - | | - | |
| Not Collected | 4 | | 4 | |
| Total | 216 | 100.0 % | 216 | 100.0 % |

Tobacco Users by Stage at Registration

NOTE: Percentage of total does not include Not Collected and Refused. It only includes those who have answered the question.

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|--|---------------|-----------------|--------------|----------------|
| Precontemplation | - | - | - | - |
| Contemplation | 15 | 8.7 % | 15 | 8.7 % |
| Preparation | 139 | 80.3 % | 139 | 80.3 % |
| Action - Unknown | 3 | 1.7 % | 3 | 1.7 % |
| Action - Less than 24 hours | 2 | 1.2 % | 2 | 1.2 % |
| Action - 24 hours to less than 7 days | 7 | 4.0 % | 7 | 4.0 % |
| Action - 7 days to less than 1 month | 5 | 2.9 % | 5 | 2.9 % |
| Action - 1 month to less than 6 months | - | - | - | - |
| Maintenance - 6 months or more | 2 | 1.2 % | 2 | 1.2 % |
| Not Collected | 3 | | 3 | |
| Total | 176 | 100.0 % | 176 | 100.0 % |

Tobacco Users by Income Level

| | Current Month | Current Month % | Contract YTD | Contract YTD % |
|---|---------------|-----------------|--------------|----------------|
| Less than \$10,000 | 55 | 35.0 % | 55 | 35.0 % |
| Less than \$15,000 (\$10,000 to less than \$15,000) | 20 | 12.7 % | 20 | 12.7 % |

| Tobacco Users by Income Level | | | | |
|---|---------------|-----------------|--------------|----------------|
| | Current Month | Current Month % | Contract YTD | Contract YTD % |
| Less than \$20,000 (\$15,000 to less than \$20,000) | 18 | 11.5 % | 18 | 11.5 % |
| Less than \$25,000 (\$20,000 to less than \$25,000) | 8 | 5.1 % | 8 | 5.1 % |
| Less than \$35,000 (\$25,000 to less than \$35,000) | 13 | 8.3 % | 13 | 8.3 % |
| Less than \$50,000 (\$35,000 to less than \$50,000) | 12 | 7.6 % | 12 | 7.6 % |
| Less than \$75,000 (\$50,000 to less than \$75,000) | 8 | 5.1 % | 8 | 5.1 % |
| More than \$75,000 | 13 | 8.3 % | 13 | 8.3 % |
| Does Not Know | 10 | 6.4 % | 10 | 6.4 % |
| Refused | 6 | | 6 | |
| Not Collected | 13 | | 13 | |
| Total | 176 | 100.0 % | 176 | 100.0 % |

| Female Tobacco Users by Sexual Orientation | | | | |
|---|---------------|-----------------|--------------|----------------|
| NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question. | | | | |
| | Current Month | Current Month % | Contract YTD | Contract YTD % |
| Transgender | 1 | 0.9 % | 1 | 0.9 % |
| Heterosexual or straight | 97 | 91.5 % | 97 | 91.5 % |
| Gay or lesbian | 2 | 1.9 % | 2 | 1.9 % |
| Bisexual | 4 | 3.8 % | 4 | 3.8 % |
| Other | - | - | - | - |
| Does Not Know | 2 | 1.9 % | 2 | 1.9 % |
| Not Asked | 1 | | 1 | |
| Not Collected | - | | - | |
| Refused | 8 | | 8 | |
| Total | 115 | 100.0 % | 115 | 100.0 % |

| Male Tobacco Users by Sexual Orientation | | | | |
|---|---------------|-----------------|--------------|----------------|
| NOTE: Percentage of total does not include Not Asked, Not Collected and Refused. It only includes those who have answered the question. | | | | |
| | Current Month | Current Month % | Contract YTD | Contract YTD % |
| Transgender | - | - | - | - |
| Heterosexual or straight | 56 | 100.0 % | 56 | 100.0 % |
| Gay or lesbian | - | - | - | - |
| Bisexual | - | - | - | - |
| Other | - | - | - | - |
| Does Not Know | - | - | - | - |
| Not Asked | - | | - | |
| Not Collected | - | | - | |
| Refused | 4 | | 4 | |
| Total | 60 | 100.0 % | 60 | 100.0 % |